Aiken County
Logo Usage Guidelines

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Logo Guidelines

Aiken County logo is the property of and can only be used for official county business. This document is intended to instruct both county employees and vendors as to the proper usage of the Aiken County logo.

The use of the Aiken County logo and the consistency of its use– the logo, the logo typeface, the logo colors and designation– gives greater recognition and recall to citizens. Aiken County takes pride in managing and maintaining a consistent visual presence and expects its employees and vendors to do the same.

This document provides guidelines to help you utilize the Aiken County logo.

Institution Identity

Aiken County logo is made up of two distinct parts - the *Map* which is comprised of an outline of the State of South Carolina and an outline of Aiken County projected from the State outline; and the *Circle Descriptor* - which contains the words "Aiken County", "South Carolina", and "Established 1871." The size and proportions of these parts as a whole must never be altered - enlargements are proportional.

Map which is comprised of an outline of the State of South Carolina and an outline of Aiken County projected from the State outline.

Circle Descriptor - which contains the words "Aiken County", "South Carolina", and "Established 1871."

General Terms of Use

Aiken County logo is the property of and can only be used for official county business by its employees and vendors.

Colors

Aiken County logo may be used in one of the following ways:

The Aiken County logo has been designed to be printed in 1-color, either Black or *PMS 348. An integral part of the design incorporates a gradient screen "behind" the Map area. The gradient is centered and starts at a 50% screen and "fades" to a 0% screen.

Black   PMS 348

If the printing technique does not allow screens or if the reproduction of screen quality is poor, such as with a fax transmission, then an alternate Aiken County logo is to used as depicted below.

Color Equalivents

	Print Media		Digital Media
PMS 348 CMYK - 100, 0, 79, 27		RGB - 0, 112, 48	

*Pantone Matching System   Prepared by Curtis 1000 • (800) 831-7224

Choosing a Background: Logo in Black

Correct use of color will effect the impact of the Aiken County logo. These guidelines provide standards for placing the Aiken County logo printed in black on a background of color.

The Aiken County logo produced in the color black should only be placed on either a white or a 30% or less screen of black in the background. The Aiken County logo can also be used with a 50% screen or less of PMS 348.

Correct

Incorrect

Choosing a Background: Logo in PMS 348

The Aiken County logo produced in PMS 348 should only be placed on either a white or a 30% or less screen of black in the background. The Aiken County logo can also be used with a 30% screen or less of
PMS 348.

Correct

Incorrect

Logo Typeface

The Aiken County logo has been designed using the "Bodoni Bold" typeface. This typeface, its size and relative position to the other design elements of the Aiken County logo are never to be altered or mimicked.

Below is an example of the typeface:

Bodoni Bold

Buffer Zone and Proximity to Other Logos

The buffer zone given to the Aiken County logo ensures the greatest visual impact that the logo will have.

A clear area around the Aiken County logo will ensure the maximum visibility and impact on every communication. Avoid crowding the signatures with other graphic elements such as typography and imagery. As illustrated, a 1/2" space has been chosen as the standard unit of measure for calculating the Aiken County logo clear area.

The minimum amount of space to be given is measured from the edge of the logo from the top, left, right and bottom of the logo.
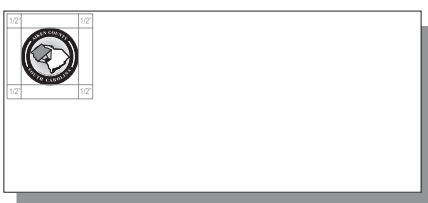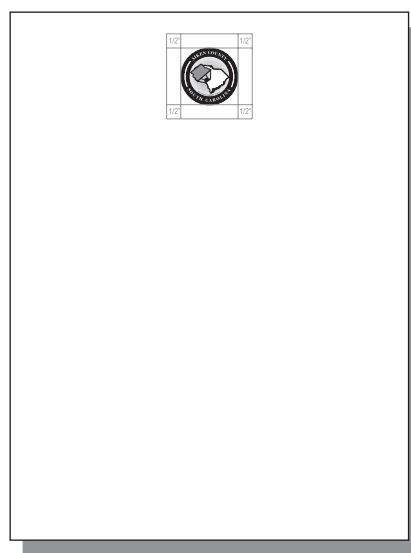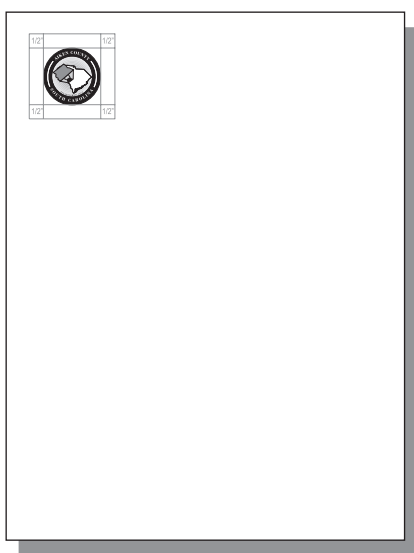
Electronic Media
Keep the clear area to each side of the Aiken County logo equal to or greater than 1/2 inch.

Staging the Logo

While the Aiken County logo usage system provided a high degree of flexibility, consistent placement of the logo will help ensure recognition and a cohesive look across all media.

Layout examples:

CD-ROM Logo Files

The attached CD-ROM is formatted so that it can be read on either Windows-Compatible computers or Macintosh computers.

The Aiken County logo files are divided into two folders entitled: Black and PMS_348. There is also a Fonts folder containing the Bodoni Typeface in Truetype™ and Type 1™ formats.

The logo is in the following file formats:

Program		File Extension
Adobe Illustrator	(version 7 or greater)	.ai
Adobe Photoshop	(version 4 or greater)	.psd
Freehand	(version 7 or greater)	.fh7
Adobe Acrobat	(version 3 or greater)	.pdf

The above files can be opened in the application programs listed.

File Formats	File Extension
JPEG	.jpg
EPS (Encapsulated Postscript)	.ps
TIFF (Tagged Image File Format)	.tif
BMP (Bitmap)	.bmp

The above files can be "imported" or "placed" into a variety of applications, such as Microsoft WORD, Microsoft Excel, Microsoft Publisher, QuarkXpress, Adobe PageMaker, Adobe InDesign.

Aiken County Logo - 1-color with screens
(Standard Size: 1-1/2" x 1-1/2")

Aiken County Logo - 1-color without screens
(Standard Size: 1-1/2" x 1-1/2")

Aiken County Logo - 1-color with screens
Alternate Sizes from 3/4" x 2" (quarter inch increments)

Aiken County Logo - 1-color without screens
Alternate Sizes from 3/4" x 2" (quarter inch increments)